

HOW DO YOU COPE WITH CONSTANT CHANGE? STAY IN FRONT OF IT →→





RAPID, UNPRECEDENTED CHANGE.

HERE IT COMES →→

CANADIAN SOCIETY IS CHANGING AT AN UNPRECEDENTED PACE. SO IS BROADCASTING TECHNOLOGY AND THE CANADIAN BROADCASTING INDUSTRY. AND, TO ENSURE WE STAY RELEVANT TO CANADIANS, CBC | RADIO-CANADA IS CONTINUALLY EVOLVING TO STAY AHEAD OF THIS CONSTANT CHANGE.



CONTENT IS KING

We're bringing audiences unique Canadian content available nowhere else. And we're delivering that content through both traditional and innovative services like the Internet, satellite radio, podcasts, streaming video for cell phones and PDAs, and much more.

STIRRING THINGS UP

We're continually renewing our programming to give Canadians more of what they tell us they want – programs that are challenging, informative and resonant, but also entertaining.

UP CLOSE

We're connecting more closely with Canada's communities and regions through deeper coverage of local and regional news, arts and culture – and we're giving audiences more ways to tell us what stories are most important.

In 2006–2007, we reached out to more Canadians in more ways than ever before.

AND WE'RE FAR FROM FINISHED.





RAPID, UNPRECEDENTED CHANGE.

TABLE OF CONTENTS

President and CEO and Acting Chair's Message	2
Board of Directors	7
Governance	8
Public Accountability	11
Vision, Mission, Values	12
Corporate Priorities	13
CBC Radio-Canada Services	14
Canada's National Public Broadcaster in Context	17
Highlights of 2006–2007	26
Management Discussion and Analysis	27
Key Performance Indicators	28
Media Lines' Goals and Achievements	32
Regional Reflection, Diversity and Serving the Community	49
Behind the Scenes	52
Financials	55

And Canadians Are Tuning In.

- 3.7 million: Viewership to the first episode of CBC Television's *Little Mosque on the Prairie*.
- 50%: Audience share in 2006–2007 for Télévision de Radio-Canada's show *Tout le monde en parle*.
- 13: Number of urban areas in which CBC Radio One local morning shows are number one or two in ratings.
- 16.7%: Audience share in Spring 2007 for Radio de Radio-Canada.
- 3 million: Number of unique visitors from home to *CBC.ca* every month.
- 1.5 million: Number of unique visitors from home to *Radio-Canada.ca* every month.
- 300,000: Number of subscribers to Sirius Canada Satellite Radio as of January 1, 2007 (six of Sirius Canada's 11 Canadian channels are provided by CBC | Radio-Canada).
- 1.4 million: Number of subscribers who tune in to Galaxie every week.

